



AKA Website Article Policy & Procedure

Version 1.0

This AKA Website Article Policy & Procedure outlines the Australian Kinesiology Association Inc.'s expectations of Members when writing and/or submitting articles to be published on the Australian Kinesiology Association Inc. website.



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3. Each new version cancels and replaces all previous versions and revisions.

REVISION TABLE

Version		Version Date	Document Writers	AKAMC Ratification Date	
1.0		October 2021	Phillipa Huynh		
Revision No	Revision Date	Revision Version	Revision Description	Revised By:	AKAMC Ratification Date

AKA Website Article Policy

1. Introduction

- 1.1 The Australian Kinesiology Association Inc. embraces the use of articles on our website for the promotion, development, and delivery of education about kinesiology and how it helps kinesiology clients throughout the world and is committed to ensuring that articles published on the Australian Kinesiology Association Inc. website are lawful, professional, and respectful.
- 1.2 This Australian Kinesiology Association Inc. Website Article Policy outlines the Australian Kinesiology Association Inc.'s expectations of Members when submitting articles for publishing on the Australian Kinesiology Association Inc. website.

2. Purpose

- 2.1 The Australian Kinesiology Association Inc. website is an important tool that the Australian Kinesiology Association Inc. uses to publicise its operations and solicit public support.
- 2.2 The purpose of this policy is to encourage Members to generate appropriate article-based content in connection with Australian Kinesiology Association Inc.
- 2.3 It also aims to set expectations and protocols to ensure that articles are consistent with the values of the Australian Kinesiology Association Inc. and that articles published on the Australian Kinesiology Association Inc. website do not damage the Australian Kinesiology Association Inc.'s reputation.

3. Scope

- 3.1 This policy applies to past and present Australian Kinesiology Association Inc.:

Employees	Contractors (including employees of contractors)	Volunteers	Members
✓	✓	✓	✓

- 3.1 People covered by this policy will be collectively referred to as '**Members**'.
- 3.2 Website articles are published on the Australian Kinesiology Association Inc. website from time to time.

4. Values

4.1 Australian Kinesiology Association Inc.'s approval of articles shall be consistent with the following core values:

- a) **Integrity:** The Australian Kinesiology Association Inc. will not knowingly publish incorrect, defamatory, or misleading information about our own work or the work of other organisations or individuals. In addition, we will publish in accordance with the Privacy Policy, Code of Conduct and Ethics policies.
- b) **Professionalism:** The Australian Kinesiology Association Inc.'s website represents the organisation as a whole and should seek to maintain a professional and uniform tone. Staff and volunteers may, from time to time and as appropriate/authorised, publish on behalf of the Australian Kinesiology Association Inc. website, but the impression should remain one of a singular organisation, rather than a group of individuals.
- c) **Information Sharing:** The Australian Kinesiology Association Inc. encourages the sharing of online content that is relevant, appropriate to our mission and aims, and of interest to our Members. Information must be acknowledged with a reference if it is not the property of the author or Australian Kinesiology Association Inc., unless from a copyright-free source.

5. Publishing Guidelines

5.1 All posts that relate to the Australian Kinesiology Association Inc. must meet content guidelines for publication.

5.2 Professional Social Media Use

The Australian Kinesiology Association Inc. Management Committee members may approve an individual to edit and approve any article on Australian Kinesiology Association Inc.'s website (**Approved Editor**). In determining who should be an Approved Editor, the Australian Kinesiology Association Inc. Management Committee members may consider:

- a) the extent of control Australian Kinesiology Association Inc. has over the individual;
- b) whether the individual has the appropriate skills;
- c) what understanding the individual has of the risks of publishing content;
- d) current and former responsibilities and how the individual performed in those roles.

The Australian Kinesiology Association Inc. Management Committee must keep records of Approved Editors and review the appropriateness of approvals on an annual basis.

6. Content guidelines

- 6.1 Australian Kinesiology Association Inc. respects the right of Members to participate in political, advocacy and community activities.
- 6.2 Members should be aware that content published online is publicly available. Australian Kinesiology Association Inc. expects Members to take reasonable steps to ensure that any potentially published content and public comments fall within the following parameters.
- 6.3 When engaging in publishing content or commenting on published content on the Australian Kinesiology Association Inc. website, Australian Kinesiology Association Inc. expects that Members will:
 - a) be professional and respectful;
 - b) promote the best interests of Australian Kinesiology Association Inc.;
 - c) not include misleading or deceptive statements or inferences;
 - d) refrain from inappropriate swearing;
 - e) only include intellectual property (such as photos, videos and quotes) that Australian Kinesiology Association Inc. has permission to use or that do not require permission to use;
 - f) comply with Australian Kinesiology Association Inc.'s Privacy Policy, Code of Conduct and Social Media Policy and Procedures.
- 6.4 When engaging in personal and/or professional content engagement, Members must also ensure that they:
 - a) refrain from conduct that has the potential to damage Australian Kinesiology Association Inc.'s reputation;
 - b) refrain from adding any controversial or censored information that may jeopardise the Australian Kinesiology Association Inc.'s presence online, or offend other Members;
 - c) do not make comments that are unlawful, obscene, defamatory, threatening, harassing, discriminatory or hateful to, or about other Members, clients or stakeholders of Australian Kinesiology Association Inc.;
 - d) do not make comments that are, or could be perceived to:
 - i. be made on behalf of Australian Kinesiology Association Inc., rather than an expression of a personal view unless approved or consistent with the AKA Website Article Policy and Procedure;

- ii. compromise the Member's capacity to fulfil duties in an impartial and unbiased manner;
- e) are mindful that their behaviour is bound by the Australian Kinesiology Association Inc.'s Policies, Procedures and Code of Conduct, even outside work hours (e.g. comments made on a published article about a colleague);
- f) make clear that any views expressed in published content are their own and not those of Australian Kinesiology Association Inc.

7. Responsibilities

- 7.1 The Australian Kinesiology Association Inc. Management Committee shall nominate an Approved Editor to co-ordinate Australian Kinesiology Association Inc.'s website article publishing process.
- 7.2 The Approved Editor has responsibility for overseeing the organisation's Website Content Strategy. Their role includes:
 - a) Ensuring that all published content is in keeping with Australian Kinesiology Association Inc.'s mission, core values, and policies.
 - b) Ensuring appropriate and timely action is taken to correct or remove inappropriate content and/or comments (including defamatory and/or illegal content), and to minimise the risk of a repeat incident.
 - c) Ensuring that appropriate and timely action is taken to repair relations with any persons or organisations offended by inappropriate content and/or comments.
 - d) Moderating and monitoring public response on published content and comments, to ensure that trolling and spamming does not occur, to remove offensive or inappropriate content and comments, or block offensive commentators, and to reply to any further requests for information generated by the content topic.
 - e) Developing a strategy for expanding our content/article footprint over time.

8. Breaches

- 8.1 If a Member breaches this Policy or associated Procedure, they may be subjected to disciplinary action, up to and including the termination of their engagement. Refer to the Australian Kinesiology Association Inc. Website Article Procedure section of this document.

9. Related Documents

- 9.1 Social Media procedure
- 9.2 Media Relations Policy
- 9.3 Privacy Policy
- 9.4 Code of Conduct
- 9.5 Brand Style Guide

10. Legislation & Industrial Instruments

- Copyright Act 1968 (Cth)
- Privacy Act 1988 (Cth)
- Defamation Act (state and territory specific)

This policy & procedure is not intended to override any industrial instrument, contract, award or legislation.

AKA Website Article Procedure

1. Approved Editors

1.1 Annual selection of Approved Editors

After the Australian Kinesiology Association Inc. Annual General Meeting, the Australian Kinesiology Inc. Management Committee, shall nominate individual, individuals or groups, to become the Approved Editors for AKA Website article content, for the duration of the Australian Kinesiology Association Inc. Management Committee term.

- a) Nominations to be accepted within the same processes and procedures of Australian Kinesiology Association Inc. Management Committee positions.
- b) If no nominations are received by the Australian Kinesiology Association's Annual General Meeting, the Australian Kinesiology Association Inc. Management Committee may nominate persons from within the Australian Kinesiology Association Inc. Management Committee to be responsible for the Approved Editor role.
- c) Approved Editors should include at least one office staff member and one executive management committee member.
- d) The secretary must record all Approved Editors and ensure all Approved Editors have relevant access to the Australian Kinesiology Association Inc. website.
- e) The secretary must provide Approved Editors with all relevant Australian Kinesiology Association Inc. documents, policies and procedures, including style guides, previous stock images and logos.

2. Article Guidelines

2.1 Publishing guidelines

Before articles are edited and approved for publishing, Approved Editors should ask themselves the following questions:

- a) Is the information I am publishing likely to be of interest to Australian Kinesiology Association Inc.'s members and stakeholders?
- b) Is the information factual and true? Does it emanate from a reliable source?
- c) Is the information in keeping with the interests of the organisation and in line with the organisation's mission, work, and core values?
- d) Could the article be construed as an attack on another individual, organisation or project?

- e) Would Australian Kinesiology Association Inc.'s members and supporters (including donors) be happy to read the article?
- f) If there are links included in the article, do the links work, and have I read the information it links to and judged it to be an appropriate source?
- g) If republishing information, is the original poster an individual or organisation that Australian Kinesiology Association Inc. would be happy to associate itself with and have they granted permission for the republishing of information in writing?
- h) Is the tone and the content of the article in keeping with other articles published by Australian Kinesiology Association Inc.? Does it maintain the organisation's overall tone?

If you are at all uncertain about whether the post is suitable, do not publish it until you have discussed it with the Australian Kinesiology Association Inc. Management Committee. A few moments spent checking can save the organisation big problems in the future. If in doubt, leave it out.

2.2 Damage limitation

In the event of a damaging or misleading article or comment being made, the Approved Editor should be notified as soon as possible, and the following actions should occur:

- a) The offending article or comment must be removed.
- b) Where necessary, an apology must be issued, either publicly or to the individual or organisation involved.
- c) The origin of the offending article/comment must be explored, and steps taken to prevent a similar incident occurring in the future.

If the mistake seems set to grow, or to cause significant damage to the organisation's reputation, the Australian Kinesiology Association Inc. Management Committee will determine the course of action.

2.3 Moderating discussion

The Australian Kinesiology Association inc. is committed to protecting its reputation and maintaining a safe and friendly environment for its staff and members.

From time-to-time discussions, in the form of comments on an article, may be hijacked by trolls or spammers or attract people who attack other posters or the organisation

aggressively. In order to maintain a pleasant environment for everybody, these comments need to be moderated. To that end, all comments must be approved before publishing and an Approved Editor must publish manually.

Freedom of speech is to be encouraged, but if posts breach the Content Guidelines in the Policy, users may be subject to disciplinary action.

If a comment that breaches Content Guidelines appears only once:

- a) Remove the comment as soon as possible;
- b) If possible/appropriate, contact the comment author privately to explain why you have removed the post, highlighting Australian Kinesiology Association Inc.'s posting guidelines.

If a comment author continues to submit inappropriate comments, or if the post can be considered spam:

- a) Mark the comment as spam;
- b) Ban or block the comment author to prevent them from posting again.
- c) Inform Approved Editors, office staff and the Australian Kinesiology Inc. Management Committee of breach immediately.
- d) Moderation of comment authors, including any decision to remove comments or block members, ultimately lies with the Australian Kinesiology Association Inc. Management Committee and Approved Editors, but may, at their discretion, be delegated to responsible staff and volunteers.
- e) Banning of a member should be a last resort action, and only considered when the member has continued to contribute inappropriate content. Banning members from social media accounts will be at the discretion of the Australian Kinesiology Association Inc. Management Committee, with all appropriate communication through the Australian Kinesiology Association Inc. secretary.